



THE OFFICIAL BUSINESS LINK TO THE U.S. GOVERNMENT

Advisory Group Meeting

November 15, 2006

Small Business Administration (SBA)
Presented by: Nancy Sternberg, Business Gateway PM

Room 3240, GSA Central Office

Business.GOV

Purpose and Outcomes

Purpose:

Inform the Advisory Group of:

- Program Management Activities
- Continuing Business Gateway Outreach Plans
- Product Vision & FY 07 Product Timeline
- Forms Catalog Status

Expected Outcomes:

- Clear understanding of recent major accomplishments, funding considerations and FY 07 activities

Meeting Agenda

Project Management Review:

- September Advisory Group Re-cap
- MOU Status
- OMB Strategy Discussion

Project Status:

- Outreach Activities
- October 12, 2006 Press Briefing Re-cap
- Product Vision & FY 07 Timeline
- Forms Catalog Update

Next Steps:

- Advisory Group Meeting: December 13, 2006
- Governance Board Meeting: December 19, 2006

Project Management Review

September Advisory Group Meeting Re-cap

- FY06 Accomplishments Were Highlighted
- Benefits Analysis Discussed
 - Framework for the benefits analysis was presented and next steps outlined
 - September 19, 2006 initial draft of agency benefits was delivered to agencies
- Post Launch Activities Discussed
 - A high-level description of activities were outlined
- Expectations for the Press Briefing Were Outlined
 - The October 12, 2006 Press Briefing was discussed and all major outreach activities leading up to the event were highlighted

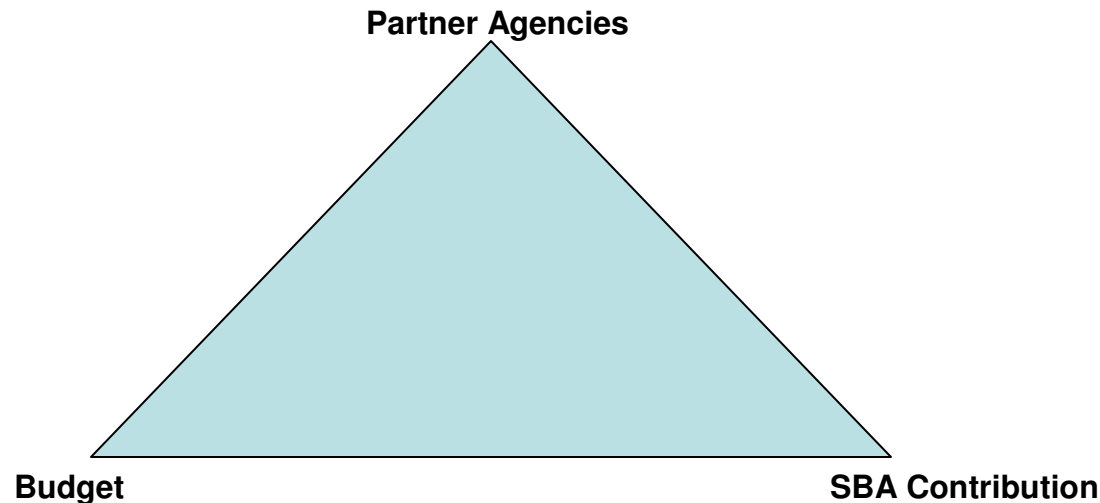
MOU Update

- MOU's in Process
 - Being finalized; distribution of draft MOUs to partner agencies by Nov. 17, 2006

Strategic Discussion with OMB

Topics of Discussion:

- BG and OMB are discussing FY 2008 funding alternatives that are equitable for ALL partner agencies.



Re-launch Recap

Business.gov Successful Re-launch Sept. 26, 2006

- The Business Gateway team successfully re-launched the site on September 26, 2006, three days ahead of schedule!

October 12th Press Briefing a Tremendous Success

- Press briefing at the National Press Club on Oct. 12th.
- 100+ Attendees: Several small business owners, almost all partner agencies, and press representatives attended.
- Speakers: Nancy Sternberg, Stephen Galvan (SBA), Tim Young (OMB), William Kovacs (Chamber of Commerce), Andrew Langer (NFIB), and Warren Brown (small business owner).
- Conducted web chat
- **BG would like to thank all of our partner agencies again for your continued support!**



Marketing & Outreach

Media Outreach Has Been Successful:

- **Printed and online press coverage:** The Wall Street Journal, Forbes, MSNBC, Business Week, and Reuters. 240 publications reaching 73 million readers nationwide.
- **Radio coverage:** 521 radio airings reaching more than 12 million listeners nationwide.

Partner Agency Opportunities for Outreach:

- **Continue to submit agency banner highlights** on Business.gov's home page: Banner highlights help provide timely information and drive users to agency sites. To submit a banner, go to <http://www.business.gov/about/pmo> and click on Outreach Materials/Home Page Banner Ads.
- **Order outreach collateral:** To order, go to <http://www.business.gov/about/pmo> and click on Outreach Materials/Brochures and Bookmarks

Outreach Plan FY07 Timeline

Activity2	Oct '06	Nov '06	Dec '06	Jan '07	Feb '07	Mar '07	Apr '07	May '07	Jun '07	Jul '07	Aug '07	Sep '07
Media	Featurette and Businesswire Releases Radio Releases Web chat Press briefing video clip				Update business.gov press room with media articles Award Submissions							
Partner Relations	Disseminate regular communications											
	Facilitate marketing material order fulfillment											
	Develop tailored communications for partner agencies to inform about site changes and continued benefits											
	Conduct monthly meetings w/ SBA program offices											
	Business.gov Monthly Updates											
	Develop adhoc requests for SBA newsletters and portal communication updates											
	Manage banner ad process											
End-User Education	Attend trade shows/send materials through SBA representative to educate business owners about Business.gov											
	Develop educational blurbs for Business.gov homepage for end users about compliance											
	Podcast to communicate purpose and benefits of Business.gov											
Evaluation	Assess effectiveness of marketing channel											

Baseline Metrics

October Results:

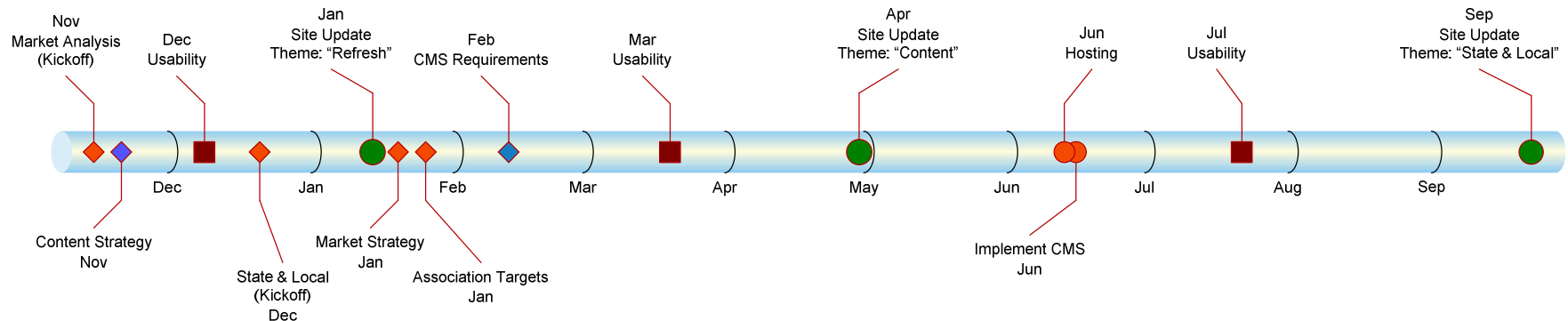
- Search Click Through: 44,114
- Doubled direct traffic volume (no referring site)

Analysis:

- Launch was in mid-October ... difficult to draw any conclusions
- General traffic volume of same magnitude as prior to re-launch
- Click throughs to partner agency sites seems robust.
- Agencies with the highest number of click throughs:

Environmental Protection Agency	3748
Dept. of the Treasury	2428
Dept. of Labor	2153
Small Business Administration	1350
Dept. of Health and Human Services	1087

FY 2007 – Product Timeline



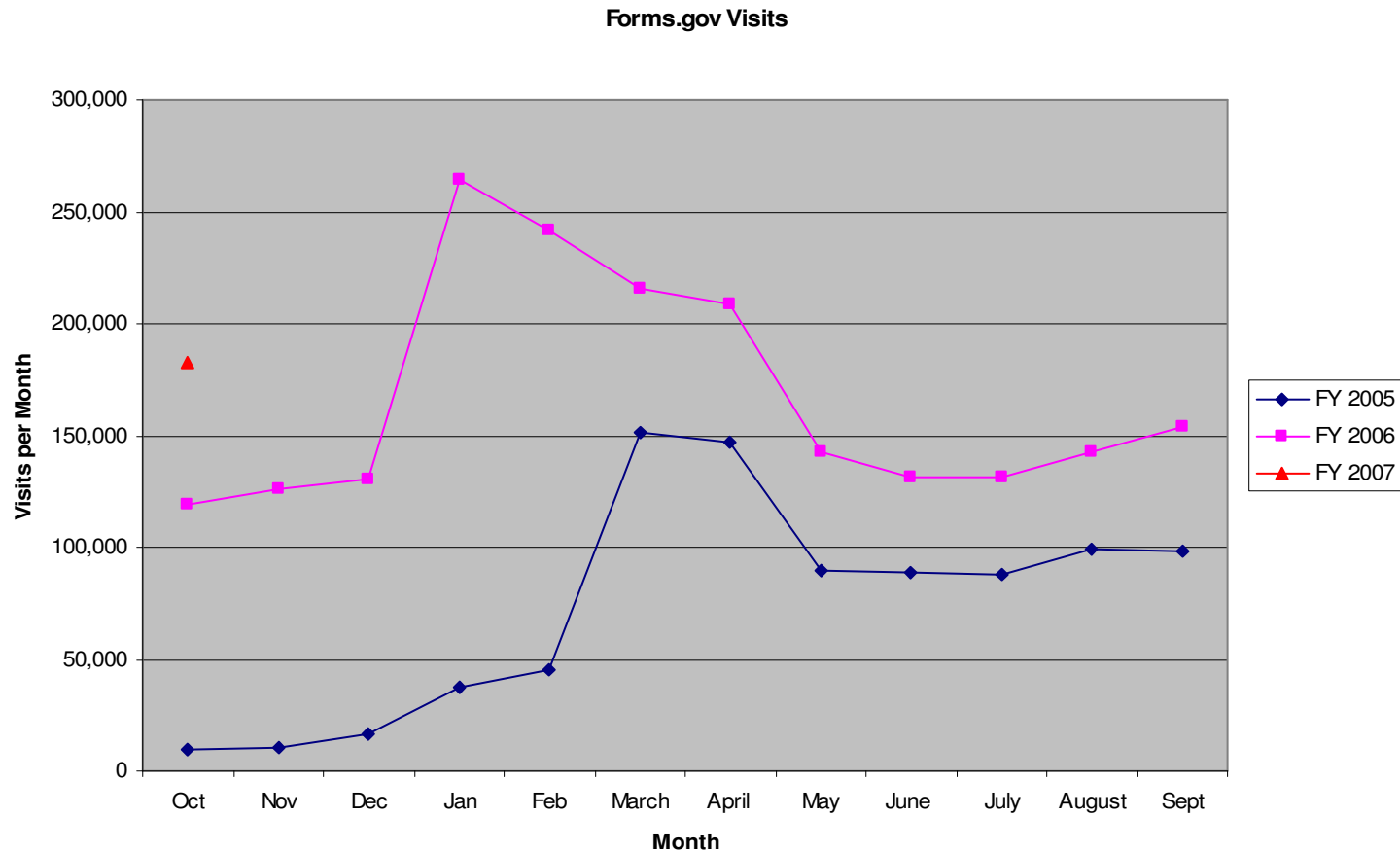
FY 2007 – Release Themes

Q2	Q3	Q4
Refresh	Content	State & Local
Basic structure remains in in place: <ul style="list-style-type: none"> • Implement updated graphics (clean up look and feel) • Update Flash Highlights • Content Updates • Architectural Updates • Search Engine Optimization • Content Prototype 	Site update focused on content: <ul style="list-style-type: none"> • Lightweight re-design • Re-design homepage • Develop Industry pages • Content widgets <ul style="list-style-type: none"> • News • Integrate BRL & Search • Implement Content Prototype <ul style="list-style-type: none"> • Content Packages – news, search results • Associations • Tighter Link to Forms • State & Local Prototypes 	Site update focused on State & Local: <ul style="list-style-type: none"> • Launch State & Local app • Build Association presence • Web 2.0 app <ul style="list-style-type: none"> • Interactive • “digg” – like • “Ask an Expert”

Forms.gov Status

- **Catalog Population:**
 - Number of Forms in Catalog: 5,955
 - Total Documents in Catalog: 6,840
 - Agencies Participating: 52
- **Deployment of redesigned site has proven effective:**
 - Visits to Page Views Ratio:
 - October, 2006: 1:3.03
 - September, 2005: 1:4.66
 - The lower the ratio means that customers are coming to the site, finding what they want, and moving to the link
- **FY 2007 Enhancements:**
 - Account ID and Password conforming to GSA security standards
 - Customize ROCIS interface based on recent experience
 - Standing report based on customer usage and what agencies they acquiring forms from
- **Activity of Forms.gov steadily increasing (see following chart)**

Forms.gov Status



Agency Participation

Agency	Records	Forms	Agency	Records	Forms
Commodities Futures Trading Commission (CFTC)	21	21	Federal Reserve System (FRS)	161	99
Consumer Product Safety Commission (CPSC)	1	1	General Services Administration (GSA)	133	133
Corporation for National Community Service (CNCS)	2	2	IAP - Overseas Private Investment Corporation (OPIC)	8	8
Department of Agriculture (USDA)	560	540	IAP - US Agency for International Development (USAID)	7	7
Department of Commerce (DOC)	994	794	International Trade Commission (ITC)	0	0
Department of Defense (DOD)	111	110	Merit Systems Protection Board (MSPB)	4	4
Department of Education (ED)	57	52	National Aeronautics and Space Administration (NASA)	9	9
Department of Energy (DOE)	208	126	National Archives and Records Administration (NARA)	20	15
Department of Health and Human Services (HHS)	477	433	National Endowment for Humanities (NEH)	1	1
Department of Homeland Security (DHS)	334	327	National Endowment for the Arts (NEA)	0	0
Department of Housing and Urban Development (HUD)	389	385	National Labor Relations Board (NLRB)	11	11
Department of Justice (DOJ)	113	106	National Mediation Board (NMB)	9	9
Department of Labor (DOL)	229	213	National Science Foundation (NSF)	19	19
Department of State (STATE)	38	38	Nuclear Regulatory Commission (NRC)	51	51
Department of the Interior (DOI)	334	270	OCB - Federal Energy Regulatory Commission (FERC)	14	15
Department of the Treasury (TREASURY)	1007	747	OCB - National Transportation Safety Board (NTSB)	1	1
Department of Transportation (DOT)	155	142	OCB - Office of Government Ethics (OGE)	7	7
Department of Veterans Affairs (VA)	197	194	OCB - Securities and Exchange Commission (SEC)	170	151
Environmental Protection Agency (EPA)	174	132	Office of Management and Budget (OMB)	14	14
Equal Employment Opportunity Commission (EEOC)	1	1	Office of Personnel Management (OPM)	74	68
Export- Import Bank (EXIM)	29	27	Office of Special Counsel (OSC)	6	6
Federal Communications Commission (FCC)	126	121	Pension Benefit Guarantee Corporation (PBGC)	37	27
Federal Deposit Insurance Corporation (FDIC)	62	59	Railroad Retirement Board (RRB)	45	45
Federal Housing Finance Board (FHFB)	0	0	Small Business Administration (SBA)	71	71
Federal Maritime Commission (FMC)	17	15	Social Security Administration (SSA)	191	187
Federal Mediation and Conciliation Service (FMCS)	7	7	U.S. Postal Service (USPS)	134	134
11/15/06			Business.GOV Total		
			5643 4863		

Next Steps

- Feedback/Changes to MOUs December 1, 2006
- Advisory Group Meeting December 13, 2006
- Governance Board Meeting December 19, 2006
- Contact BG PMO with information for Banner Ads